

**Borough of Merchantville
Historic Preservation Commission
Meeting Minutes**

*approved
1/5/16*

Meeting Date: December 1, 2015

Meeting Time: 7:30 PM

Meeting Location: Borough Hall

Members: Lynn North, Rita Lammey (absent), Marie Hanna, Maureen McLoone, Shawn Waldron, Lou Fiume (Alternate), Sean Fitzgerald (Alternate).

Counselor: Mark Asselta

Zoning Officer: Bill Watson

Borough Council Representative: Andrew McLoone

Opening: Chair called the meeting to order at 7:30 PM and publicly read the Notice of the Meeting.

Pledge of Allegiance: The Commission joined in the Pledge of Allegiance.

Roll Call: Roll call was taken. Absentee is noted above.

Meeting Minutes: Motion to approve the minutes, from October 6, 2015, was made by Louis Fiume, Sean Fitzgerald seconded, passed unanimously.

Confirmation of Applications before the Commission:

There are 4 applications before the Board.

Application: 1215-1

Applicant Name: Nicole Eiland

Property Location: 10 E. Chestnut Avenue

Name of Property or Business: The Station

Proposed work: Signage

Maureen McLoone recused herself due to residing within 200 ft. The applicant was represented by Andy Bordi, from Bordi Designs. There are no pre-existing signs on the building. A 9 ft. high, freestanding monument sign, with 3 ft. high ground clearance, would be installed. The train station meets the 30 ft. setback from E. Chestnut Avenue requirement. A 25 square foot, double-faced sign would sit 2 feet back from the Centre Street sidewalk. The frame is of a cedar structure with painted finish. All signs are to be either aluminum or MDO, with full color vinyl, painted graphics. Colors are enhancing the existing scheme using newer modern updates. Applicant has been granted an easement. Upon conclusion of discussion with neighboring owner, the final positioning of this sign will be resolved. There are multiple tenants on the first floor of the building with entrances on E. Chesnut Avenue. On the E. Chestnut Avenue façade, there would be an 8.68 sq. ft. over-hanging sign. Positioned over the public right of way, this sign would hang from the soffit. The ordinance allows a perpendicular sign, no more than 6 sq. ft. and no lower than 9 ft. above the ground, and not a sign flush to the building. A variance would be necessary. Commission members discussed the need not to interfere with the historical integrity by marring the façade with any unwarranted signage. The proposed sign is in keeping with the aesthetic composition desired. Three 2.4 sq. ft. signs will be

mounted along roof edge to the east of the larger placard. If these smaller signs do not meet the 9' height requirement, this should be addressed in the variance recommended. On the South side is the egress only stairway. The 2 south side signs, each 2.08 sq. ft., are of a directional nature and therefore, not regulated by an ordinance. The East side 8.68 sq. ft. sign would appear on the brick wall between the door entrance to the kitchen area and a window. On the east side there are 10 parking spaces. Half of the spaces face E. Chestnut Avenue and the other half face the former PNC Bank building. The signs installed on the existing posts will clarify the permitted parking. Discussion on how to firmly but diplomatically present the message was to use a statement such as "Don't give us 'grounds' for towing."

Public Comment: No public in attendance.

Motion: Shawn Waldron moved to approve the application for all signs, as presented, accepting the mounting of the larger East side sign to the front plane of the building at this time and recommending a variance if the proposed submissions noted were still desired, seconded by Lou Fiume, passed unanimously.

Application: 1215-2

Applicant Name: Sal Gambino

Property Location: 21 S. Centre Street

Name of Property or Business: Broadway Trading Post

Proposed work: Signage

The applicant was represented by Andy Bordi, from Bordi Designs. There are no existing sign or window graphics. New 13.09 sq. ft. façade and 1.02 sq. ft. perpendicular overhanging signs, door logo and window lettering are to be fabricated and installed. The sign will be a ¼ inch econolite sign. All signage will match and compliment the building and surrounding area. The larger sign will be installed above store entrance on the roof eave. To the right of the over door lights, the smaller sign will be positioned. A continuous ribbon effect will be installed at the top of each of the 2 windows. Each window's banner will be 1.625 sq. ft. The door logo will be .7 sq. ft. and is positioned on the upper half of the glass surface. All signage falls within the allowable footage.

Public Comment: No public in attendance.

Motion: Marie Hanna moved to approve the application, as presented, seconded by Maureen McLoone, passed unanimously.

Application: 1215-3

Applicant Name: Atiqullah Ebady

Property Location: 7 E. Park Avenue

Name of Property or Business: KABOB HOUSE

Proposed work: Signage

The applicant was not in attendance. The existing 16.6 sq. ft. sign will be covered with new laminate. All existing façade materials will remain as is except for the face of the existing sign. Colors used will be maroon and black lettering with a sandscroll background and black trim.

Public Comment: No public in attendance.

Motion: Maureen McLoone moved to approve the application, as presented, seconded by Louis Fiume, passed unanimously.

Application: 1215-4

Applicant Name: Scott Talis

Property Location: 19 W. Park Avenue

Name of Property or Business: "Play With This" Toys and Collectibles

Proposed work: Signage

Applicant was not in attendance. D/S Panel Sign is 8 sq. ft. which is over the allowed 6 sq. ft. The banner submission is not acceptable. Applicant must rethink materials and sizes and then resubmit.

Board Discussion:

Article X – Signs Amendments – Andrew McLoone noted that Borough Council reviewed revised draft of Sign Ordinance at the first meeting in November. Discussion resulted in no action. The Planning Board will weigh in next Tuesday night. A comparison of new to current ordinance has raised many inconsistencies mainly due to the adoption of Haddonfield's ordinance as our boilerplate. Andrew McLoone suggested that maybe our approach should be to address portions needing clarification not revamp whole ordinance. Members will send Andrew their comments and concerns regarding particular aspects of the sign language so he will have the material before his next Counsel session.

Mitchell Z Liquor Store - The four beer neon signs would not be permitted under current ordinance. Clarification must be made as to whether same business with new owner voids grandfathering factor.

Merchantville Diner – New owner

Meeting Adjourned: Motion to adjourn was made by Marie Hanna, seconded by Maureen McLoone, passed unanimously at 9:15 PM.

Respectfully submitted,
Maureen A. McLoone